

We claim:

1. A method of advertising in retail outlets having beverage dispensers, the advertising taking the form of an advertisement having at least one of an audio component and a video component, the method comprising:
 - displaying the advertisement adjacent to a beverage dispenser in a retail outlet; and
 - paying an advertising fee for such display.
2. The method as claimed in claim 1, wherein the advertising fee is used to offset a cost of the beverage dispenser.
3. The method as claimed in claim 1, wherein the advertisement advertises at least one of the beverages available from the beverage dispenser.
4. The method as claimed in claim 1, wherein the amount of the advertising fee is based on the amount of beverage dispensed from the dispenser while the advertisement is being displayed.
5. The method as claimed in claim 1, wherein the amount of the advertising fee is based on the number of times an advertisement is displayed.
6. The method as claimed in claim 1, wherein the amount of the advertising fee is based on the time of day the advertisement is displayed.
7. The method as claimed in claim 1, wherein the advertisement has been previously broadcast on television outside of the retail outlet.
8. The method as claimed in claim 1, wherein the advertisement has been previously broadcast over the radio outside of the retail outlet.
9. The method as claimed in claim 1, wherein the advertisement is displayed on a viewing device.

10. The method as claimed in claim 1, wherein the advertisement is displayed on an audio transmitting device.

11. The method as claimed in claim 1, further including allowing a customer of the retail outlet to select an advertisement from a plurality of available advertisements prior to displaying the selected advertisement.

12. The method as claimed in claim 1, further including: dispensing a beverage from the beverage dispenser; and sending a signal from the beverage dispenser directing the advertisement to be displayed.

13. The method as claimed in claim 1, further including determining the amount of beverage dispensed by the beverage dispenser.

14. The method as claimed in claim 1, further including: dispensing a beverage from the beverage dispenser; and determining the time the beverage is dispensed by the beverage dispenser with a timing device.

15. The method as claimed in claim 1, further including determining the rate the beverage is dispensed from the beverage dispenser with a metering device.

16. A method of advertising in retail outlets having beverage dispensers that are purchased or leased from a preferred provider at a respective purchase price or lease price, the advertising taking the form of an advertisement having at least one of an audio component and a video component, the method comprising:
displaying the advertisement adjacent to a beverage dispenser in a retail outlet; and
paying an advertising fee to the preferred provider, the advertising fee being used to reduce the respective purchase or lease price of the beverage dispenser for the retail outlet.

17. The method as claimed in claim 16, wherein the advertisement promotes at least one of the beverages available from the beverage dispenser.

18. The method as claimed in claim 16, wherein the amount of the advertising fee is based on the amount of beverage dispensed from the dispenser while the advertisement is being displayed.

19. The method as claimed in claim 16, wherein the amount of the advertising fee is based on the number of times an advertisement is displayed.

20. The method as claimed in claim 16, wherein the amount of the advertising fee is based on the time of day the advertisement is displayed.

21. The method as claimed in claim 16, wherein the advertisement has been previously broadcast on television outside of the retail outlet.

22. The method as claimed in claim 16, wherein the advertisement has been previously broadcast over the radio outside of the retail outlet.

23. The method as claimed in claim 16, wherein the advertisement is displayed on a viewing device.

24. The method as claimed in claim 16, wherein the advertisement is displayed on an audio transmitting device.

25. The method as claimed in claim 16, further including
allowing a customer of the retail outlet to select an advertisement from a plurality of available advertisements prior to displaying the selected advertisement.